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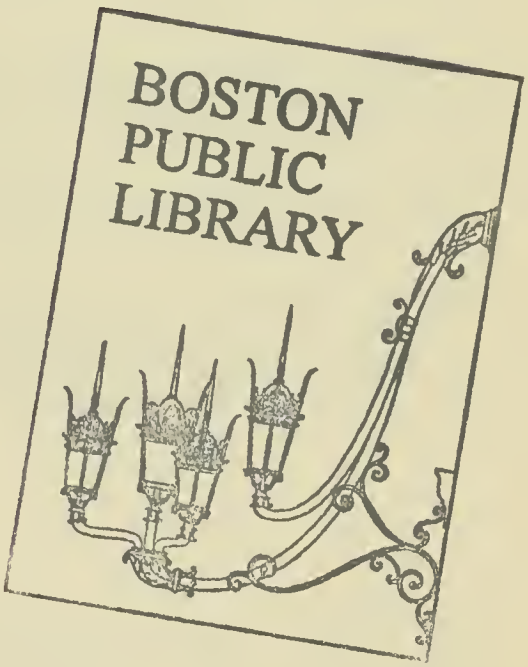
BAYSIDE MALL MARKET SURVEY



Prepared for the B.R.A.

by Bahman Akhavan

April, 1976

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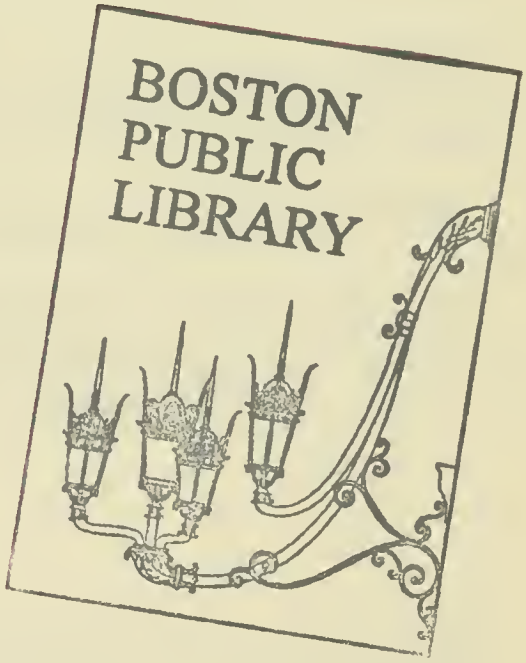

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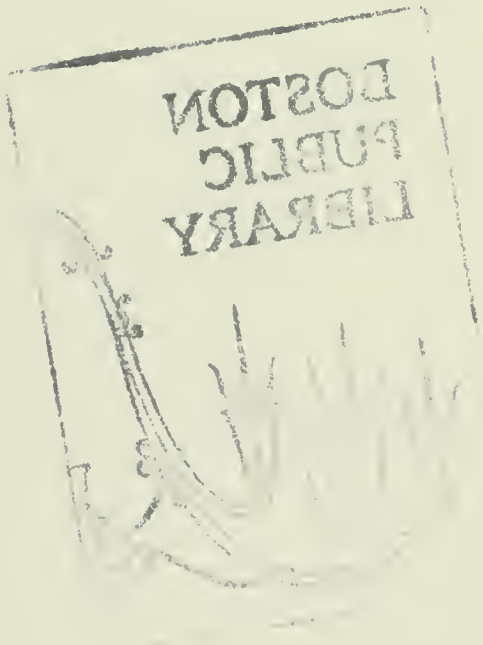
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Background

Bayside Mall is a 300,000 square foot shopping center at Columbia Point constructed in 1966. The mall has never been fully occupied since the beginning of operation. By 1973, 26 out of the original 33 stores discontinued their business and moved out. At present there is only a branch of Dorchester Savings Bank within the remaining part of the center being sublet for parking.

Since the shopping center has always been underutilized this study was conducted to determine the market feasability of reopening all or a portion of Bayside as a shopping mall. Markets for alternative shopping facilities were also studied to get a perspective on altenative shopping facilities that are available.

Methodology

This survey was conducted over the telephone. As shown on Map I, the area surveyed stretched from Broadway in South Boston on the north to Field's Corner and Geneva Avenue on the south; Columbia Point on the east to Blue Hill Avenue and Dudley on the west.

The sample totalled 580 households, which is about a two percent random sampling. One out of every fifty households on each street was selected from a Polk directory. 6.9% of the chosen sample did not own telephones. Since this number is negligible, it was assumed that the results were not significantly biased.

As shown in Table A in the appendix, 9.6% of the households selected had disconnected numbers, 6.6% were changed to unpublished numbers, 11.2% were wrong numbers and 17.3% had no answers or continuously busy numbers.

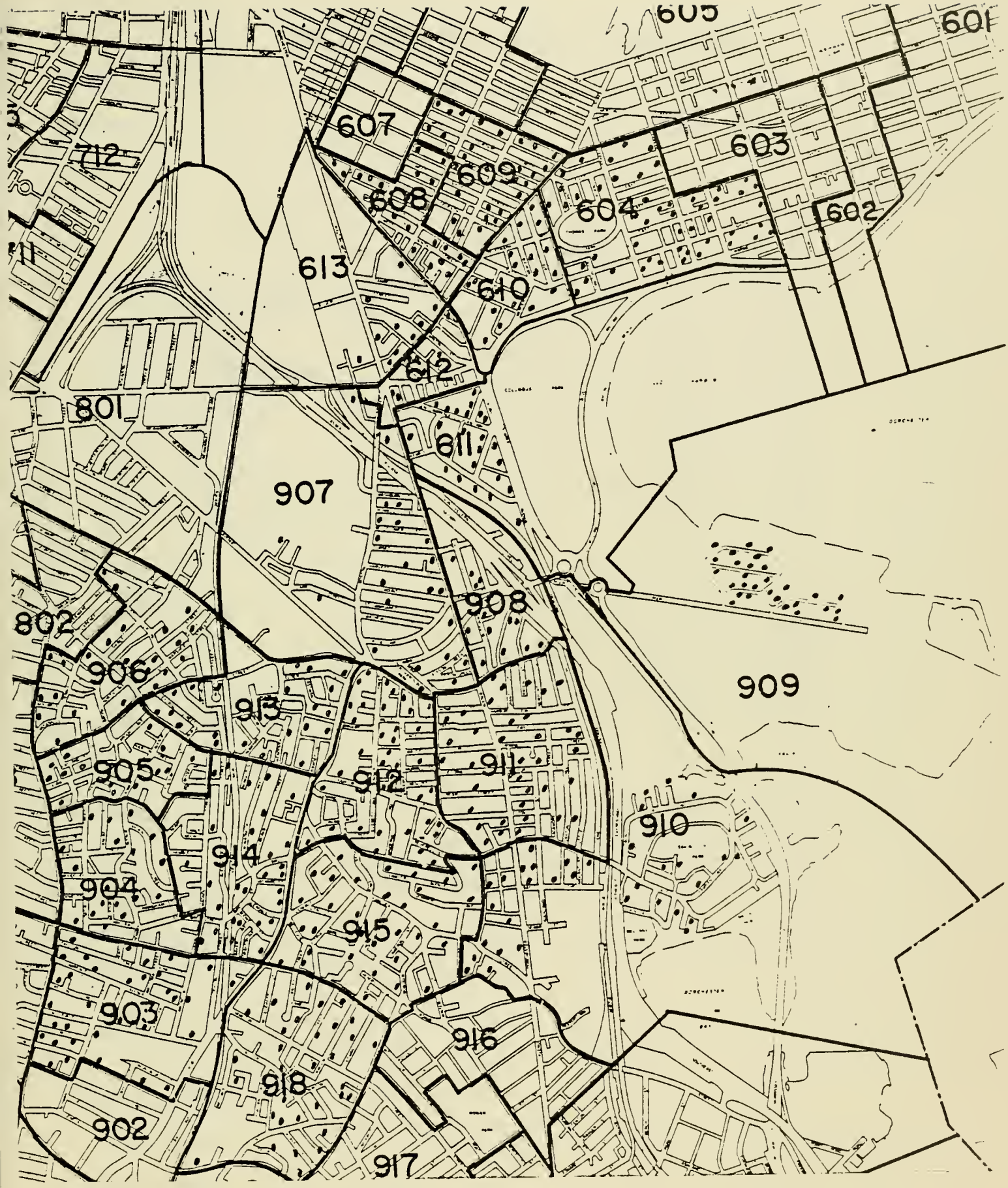
Those who did answer amounted to 189 or 32% of the original 580 person sample. 104 (17%) refused to respond to telephone interviews.

Questions in the interview (see attached survey form) included some on weekly grocery and clothing shopping, and banking habits. The main interest was to find where they did their shopping, why there, and how they got there. Specific questions were also asked about attitudes toward Uphan's Corner and Bayside Mall.

Results

1. Food Shopping

Generally, those interviewed shopped locally for food. 25% of the South Bostonians interviewed shop on Broadway and 20% on Morrissey Boulevard. 50% of those in Columbia - Savin Hill shop at Morrissey Boulevard. 42% of the Upham Corner residents shopped in Upham's Corner or at the Stop "n" shop on Washington Street. 55% drive to grocery shopping and 42% cite convenience as their main reason for shopping where they do.



MARKET STUDY AREA

• HOUSEHOLD SAMPLED

712 CENSUS TRACT

NORTH DORCHESTER COMMERCIAL MARKET SURVEY

Person Interviewed: _____ Census Tract: _____

Address: _____ Phone Number: _____

Reason for Refusal: _____

	Weekly food Shopping?	Clothes Shopping?	Banking?
1. Where do you do your			
Broadway (S. Boston)			
Dudley Station			
Fields Corner			
Morrissey Boulevard			
Uphams Corner			
Downtown Boston			
Bayside Mall			
Gallivan Blvd.			
Morton Street			
Washington St.			
Other, please specify			
2. Why there?			
Variety			
Good Service			
Convenience			
Prices			
Good parking			
on MBTA route			
Other, please specify			
3. How do you get there?			
Walk			
Bus			
Rapid Transit			
Car			
Taxi			
Other, please specify			

4. BAYSIDE MALL

Did you shop at Bayside Mall when it was open?

Yes, for what _____

No _____

In case of reopening would you consider shopping there?

Yes

No, Why not

5. UPHAM'S CORNER

Did you ever shop at Upham's Corner?

Yes, What for _____

No, Why not _____

Table 1

Food Shopping by Neighborhood

NEIGHBORHOOD	Broadway		Field's Corner		Morrissey Boulevard		Upham's Corner		Downtown Boston		Gallivan Boulevard		Washington Street		Other		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
SOUTH BOSTON	16	25%	1	2%	13	20%	7	11%	9	14%	11	17%	1	2%	6	9%	64	100%
COLUMBIA - SAVIN HILL	1	2%	4	8%	24	50%	7	14%	1	2%	6	12%	1	2%	5	10%	49	100%
UPHAM'S CORNER	0	0%	4	5%	10	13%	14	19%	1	1%	5	6%	17	23%	25	34%	76	100%
TOTAL AREA	17	9%	9	5%	47	24%	28	14%	11	6%	22	11%	20	11%	38	20%	189	100%

2. Clothes Shopping

As shown on Table 2, the majority (68%) of interviewees shop downtown or at various suburban malls (20%). They prefer the quality of stores and variety of choices in these areas. Most (40%) drive or take the MBTA (35%) to clothing stores.

3. Banking Service

A problem was encountered with questions about banking. People often refused to reveal their banking habits or didn't bank (48%). As shown on Table 3, the general trend however, is that, most people bank locally or near their jobs in downtown Boston.

People cited convenience, habit and good service as reasons for banking where they do. 30.5% of those who do banking drive to their banks.

4. Bayside Mall

The second part of the interview included questions about Bayside Mall. The interviewees were asked whether or not they had been to the Mall and for what reasons. Then, they were asked if they would consider going in case of reopening.

As shown on Table 4, 41% had visited the mall occasionally while 30% often frequented the place and "loved" it. 79% said they would shop at Bayside Mall if re-opened. Of these 15% said they would shop at Bayside Mall only under tighter security. About 14% considered the mall too distant and inconvenient while still others shunned the place because of its reputation or past experience.

The market demand for Bayside Mall was spread over a fairly large area. It was strong within the entire area surveyed, except for the area on the western part of the study area bounded by Blue Hill Avenue and the Penn Central Railroad.

5. Upham's Corner

The last part of the interview concerned shopping at Upham's Corner. A considerable number of people (26%) mentioned declining quality of the neighborhood as well as that of the stores as the reason for their refusal to shop at Upham's Corner. For 32.0% of others, Upham's Corner was too far to be a convenient shopping area. Yet 42% occasionally go to Upham's Corner for groceries, banking, drugs, Post Office, 5&10 Stores, and to pay their bills.

The general market for Upham's Corner shops was limited to the immediate neighborhood (See Map 2).

Table 2

Clothes Shopping by Neighborhood

NEIGHBORHOOD	Broadway		Morrissey Boulevard		Upham's Corner		Downtown Boston		Gallivan Boulevard		Other		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
SOUTH BOSTON	2	3%	1	2%	0	0%	48	76%	3	5%	9	14%	63	100%
COLUMBIA - SAVIN HILL	0	0%	0	0%	3	5%	39	70%	1	2%	13	23%	56	100%
UPHAM'S CORNER	0	0%	2	3%	4	6%	41	59%	0	0%	23	32%	70	100%
TOTAL AREA	2	1%	3	2%	7	4%	128	68%	4	2%	45	23%	189	100%

Table 3

Banking by Neighborhood

NEIGHBORHOOD	Broadway		Dudley Street		Field's Corner		Upham's Corner		Downtown Boston		Bayside Mall		Gallivan Boulevard		Other		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
SOUTH BOSTON	19	30%	0	0%	0	0%	0	0%	11	18%	0	0%	2	3%	31	49%	63	100%
COLUMBIA - SAVIN HILL	2	4%	0	0%	5	9%	16	29%	6	11%	3	5%	1	2%	23	40%	56	100%
UPHAM'S CORNER	0	0%	6	9%	3	4%	20	29%	3	4%	1	1%	0	0%	37	53%	70	100%
TOTAL AREA	21	11%	6	3%	8	4%	36	19%	20	11%	4	2%	3	2%	91	48%	189	100%

Table 4

Bayside Mall

Census Tract	Did Shop?		Would Shop?	
	Yes	No	Yes	No
604	15	7	21	2
608	7	0	6	1
609	9	2	9	2
610	5	0	5	0
611	7	2	8	2
612	5	0	2	3
613	3	1	4	0
903	5	5	6	4
904	4	3	5	2
905	2	2	3	1
906	3	2	3	2
907	14	2	13	2
908	4	0	3	1
909	4	0	4	0
910	13	1	9	4
911	8	4	11	1
912	7	1	6	2
913	6	3	7	2
914	5	9	12	2
915	4	4	8	1
918	5	5	5	5
Total Area	135	54	150	39

Conclusion and Comments

As can be seen from the enthusiasm of interviewees who wished to visit the mall in case of reopening (79%), Bayside Mall is very well located for market absorption. A look at comments made by interviewees will give an insight into the reason behind the loss of business at the mall.

Since the mall is practically open on all sides and is borderless, protection becomes practically impossible. Youths apparently did not hesitate to lift shops, mug customers and snatch purses and grocery bags from pedestrian shoppers or from inside their cars.

Would there be any possibility of reopening Bayside Mall? The answer is conditional. Several aspects must be considered and reformed before reopening becomes feasable.

1. Security

   Adequate security must be provided both inside the shops and in the parking lot.

2. Borders

   Another way to improve security would be to create a single guarded entry and exit.

3. Shopping Hours

   In order to compete with other malls in the surrounding area, Bayside has to be open at least a few nights a week until 9:00 or 10:00. A diversity of uses that attract night life, such as cinemas and restaurants would improve nighttime security.

4. Quality and Variety of Stores

   The main condition under which a mall can compete with local stores is if it contains a variety of stores so that shoppers can do all of their shopping in one trip and in one area. For Bayside to offer this convenience, it should include grocery stores, clothing stores, hardware stores, appliance and household goods stores, branches of large department and possibly sporting good stores, restaurants and cinemas.

   In order to attract such a variety of stores, Bayside should alter its identity as an unsafe center for shops and shoppers. Extensive advertising has to be carried out as well as redecoration and re-modeling of parts of the mall.

APPENDICES

Table A

Sample Survey Response

Census Tract	Total Sample	Responded	No Phones	Refused	No Answer/Busy	# Disconnected	Changed to Non-Published	Wrong #
604	49	22	0	12	7	2	0	6
608	22	7	2	7	2	0	1	3
609	31	11	3	7	7	0	2	1
610	20	5	0	4	6	2	1	2
611	18	9	1	1	2	2	2	1
612	8	5	0	2	0	1	0	0
613	9	4	0	0	2	1	1	1
903	37	10	8	3	8	3	1	4
904	24	7	3	6	3	2	3	0
905	17	4	1	2	5	2	2	1
906	23	5	5	1	4	2	2	4
907	35	15	0	6	6	3	0	5
908	11	4	0	2	2	2	0	1
909	28	4	6	3	3	5	4	3
910	39	13	2	9	7	2	4	2
911	43	12	1	9	9	6	4	2
912	28	8	2	5	5	2	4	2
913	24	9	5	2	2	3	1	2
914	51	15	4	5	11	6	3	7
915	26	10	1	5	5	2	2	1
918	37	10	0	10	3	4	4	6
TOTAL AREA	580	189	42	104	99	52	41	54

Table B

Where Do You Shop For Food?

Census Tract	Broadway	Dudley Street	Fields Corner	Morrissey Boulevard	Upham's Corner	Downtown Boston	Gallivan Boulevard	Morton Street	Washington Street	Other
604	7	0	0	8	3	3	0	0	0	2
608	0	0	0	1	2	2	1	0	0	1
609	4	0	1	2	2	1	0	0	1	0
610	2	0	0	0	0	1	1	0	0	1
611	0	0	0	1	0	0	8	0	0	0
612	2	0	0	0	0	1	0	0	0	2
613	1	0	0	1	0	1	1	0	0	0
903	0	0	0	1	0	1	0	1	3	5
904	0	0	0	1	0	0	2	0	3	1
905	0	0	0	0	0	0	0	1	1	2
906	0	0	1	0	2	0	0	0	1	1
907	1	0	1	7	2	0	1	0	0	3
908	0	0	0	1	1	0	2	0	0	0
909	0	0	1	1	0	0	0	0	0	2
910	0	0	2	8	0	0	2	1	0	0
911	0	0	0	6	3	0	1	0	0	2
912	0	0	0	1	1	1	0	0	2	3
913	0	1	0	2	2	0	0	0	3	1
914	0	0	1	3	9		0	0	1	1
915	0	1	0	2	1	0	2	1	1	2
918	0	0	2	1	0	0	1	0	3	3
TOTAL AREA	17	2	9	47	28	11	22	4	19	32

Table C

Where Do You Shop For Clothing?

Census Tract	Broadway	Dudley Street	Morrissey Boulevard	Upham's Corner	Downtown Boston	Gallivan Boulevard	Other
604	0	0	0	0	17	1	4
608	0	0	0	0	4	1	2
609	2	0	0	0	8	0	1
610	0	0	1	0	3	0	1
611	0	0	0	0	8	0	1
612	0	0	0	0	5	0	0
613	0	0	0	0	3	1	0
903	0	0	0	0	7	0	3
904	0	0	0	0	6	0	1
905	0	0	0	0	2	0	2
906	0	0	1	0	1	0	3
907	0	0	0	0	12	0	3
908	0	0	0	0	4	0	0
909	0	0	0	0	4	0	0
910	0	0	0	0	5	1	7
911	0	0	0	1	10	0	1
912	0	0	0	2	4	0	2
913	0	1	1	1	4	0	2
914	0	0	0	2	9	0	4
915	0	0	1	1	7	0	2
918	0	0	0	0	5	0	5
TOTAL AREA	2	1	3	7	128	4	44

Table D

Where Do You Do Your Banking?

Census Tract		Dudley Street	Field's Corner	Upham's Corner	Downtown Boston	Bayside Village	Gallivan Boulevard	Other	Not Revealed
604	8	0	0	0	1	0	0	6	8
608	1	0	0	0	1	0	0	4	1
609	4	0	0	0	2	0	1	2	2
610	2	0	0	0	1	0	1	1	0
611	2	0	0	0	3	0	0	0	2
612	1	0	0	0	3	0	0	1	0
613	1	0	0	0	0	0	0	1	2
903	0	3	0	0	0	0	0	5	2
904	0	1	0	3	0	0	0	3	0
905	0	1	0	0	2	0	0	1	0
906	0	0	0	2	0	0	0	3	0
907	1	0	0	5	1	0	0	7	1
908	0	0	0	2	0	0	1	0	1
909	0	0	0	1	0	1	0	0	2
910	1	0	4	1	0	2	0	4	1
911	0	0	1	3	4	0	0	2	2
912	0	0	0	4	1	0	0	0	3
913	0	1	1	4	0	0	0	2	1
914	0	0	1	1	0	1	0	2	11
915	0	0	0	5	1	0	0	4	0
918	0	0	1	5	0	0	0	2	2
TOTAL AREA	21	6	8	36	20	4	3	50	41

Table E

Reason For Doing Food Shopping There?

Census Tract	Variety	Good Service	Convenience	Prices	Parking	Other
604	5	0	10	5	0	2
608	3	0	3	1	0	0
609	1	0	4	5	0	1
610	0	0	4	1	0	0
611	0	1	6	1	0	1
612	1	0	2	1	0	1
613	0	0	3	1	0	0
903	0	0	1	6	0	2
904	1	1	2	2	0	1
905	0	0	2	0	0	2
906	1	0	4	0	0	0
907	3	0	7	2	0	3
908	0	0	0	2	1	1
909	0	0	2	2	0	0
910	0	10	9	1	0	2
911	0	0	8	3	0	1
912	2	1	4	2	0	1
913	1	0	0	3	1	4
914	4	2	7	1	1	0
915	0	1	3	3	0	2
918	0	2	3	3	0	2
TOTAL AREA	22	6	80	46	3	33

Table F

Reason For Doing Clothing Shopping There?

Census Tract	Variety	Good Service	Convenience	Prices	On MBTA Route	Other
604	10	0	4	3	0	5
608	4	0	0	2	0	1
609	7	0	3	0	0	1
610	1	0	0	2	0	2
611	6	0	1	1	0	1
612	3	0	0	0	0	2
613	1	0	2	0	0	1
903	3	0	0	2	0	5
904	4	0	1	1	0	1
905	1	0	1	0	0	2
906	2	0	2	0	0	1
907	5	0	3	0	0	7
908	2	0	1	0	0	1
909	1	0	1	1	1	0
910	7	0	1	2	0	3
911	7	0	2	2	0	1
912	2	2	2	0	0	3
913	5	0	1	0	0	3
914	8	0	2	4	0	1
915	2	1	2	2	0	2
918	3	0	3	0	0	4
TOTAL AREA	83	3	30	21	1	55

Table G

Reason For Banking There?

Census Tract	Food Service	Convenience	Prices	Other	Not Revealed
604	5	2	0	3	12
608	3	1	0	0	3
609	6	3	0	0	2
610	1	2	0	1	1
611	4	1	0	1	3
612	2	1	0	1	1
613	1	1	0	0	2
903	0	2	0	3	5
904	2	1	0	0	4
905	1	1	0	0	2
906	1	2	0	0	2
907	4	4	0	0	7
908	1	1	0	0	2
909	2	1	0	0	2
910	1	5	0	3	4
911	2	6	0	0	4
912	2	2	0	1	2
913	0	4	1	3	1
914	1	1	0	0	13
915	1	2	0	3	0
918	3	4	0	2	1
TOTAL AREA	42	44	1	22	81

Table H

How Do You Get To The Food Store?

Census Tract	Walk	Bus	MBTA	Car	Taxi	Other
604	6	2	0	14	0	0
608	1	0	0	6	0	0
609	3	1	2	5	0	0
610	3	0	0	2	0	0
611	2	2	0	4	1	0
612	1	0	1	3	0	0
613	0	0	0	3	0	1
903	1	1	0	8	0	0
904	1	1	0	3	1	1
905	0	0	1	2	0	1
906	3	1	0	1	0	0
907	2	1	0	9	0	3
908	0	0	0	9	0	0
909	1	0	0	3	0	0
910	4	1	0	7	0	1
911	4	1	2	5	0	0
912	3	1	0	4	0	1
913	3	0	0	4	0	2
914	6	0	0	8	1	0
915	1	3	0	5	2	1
918	2	0	0	7	0	1
TOTAL AREA	47	13	6	106	3	15

Table I

How Do You Get To Clothing Stores?

Census Tract	Walk	Bus	MBTA	Car	Other
604	0	2	5	13	2
608	0	0	0	7	0
609	2	0	3	6	0
610	1	1	1	1	1
611	0	0	4	0	2
612	0	0	5	0	0
613	0	0	0	3	1
903	1	2	2	4	1
904	0	0	4	2	1
905	0	0	1	1	2
906	0	0	1	2	1
907	0	1	4	6	4
908	0	0	2	1	1
909	4	0	0	2	0
910	1	1	6	3	2
911	0	0	8	4	0
912	1	0	2	4	2
913	2	0	1	4	2
914	3	1	5	5	1
915	1	0	5	4	1
918	0	0	4	3	3
TOTAL AREA	11	9	65	77	28

Table J

How Do You Get To The Bank?

Census Tract	Walk	Bus	MBTA	Car	Taxi	Other	Not Revealed
604	5	0	0	6	0	3	8
608	0	0	0	5	0	2	2
609	3	0	0	6	0	0	2
610	1	0	0	2	0	0	2
611	1	1	1	2	0	2	2
612	2	0	3	0	0	1	0
613	1	0	0	1	0	0	2
903	1	1	1	4	0	1	2
904	0	1	0	3	0	3	0
905	1	0	1	0	0	2	0
906	0	1	1	1	0	2	0
907	3	0	0	5	0	6	1
908	1	0	0	2	0	0	1
909	2	0	0	0	0	0	2
910	5	0	0	4	0	3	1
911	2	0	2	3	1	2	2
912	3	0	0	3	0	1	1
913	2	0	0	3	0	4	0
914	2	0	0	0	0	2	11
915	1	1	1	3	0	4	0
918	1	1	1	3	0	4	0
TOTAL AREA	35	5	9	58	1	42	40

Table K

Do You Shop At Upham's Corner?

Census Tract	Yes, for			No, because of			
	Food	Household Items	Services	Security	Neighborhood	Inconvenience	Other
604	7	0	0	0	3	11	1
608	3	0	0	0	1	3	0
609	2	1	0	0	3	5	0
610	0	0	0	0	0	5	0
611	0	1	1	1	2	2	2
612	0	0	0	0	1	4	0
613	1	1	0	0	0	2	0
903	1	0	0	0	3	4	2
904	3	0	2	0	2	2	0
905	1	0	0	0	0	3	0
906	2	0	1	1	0	1	0
907	4	1	2	2	1	4	1
908	1	0	1	1	1	0	0
909	0	2	1	0	0	1	0
910	1	0	0	3	3	5	1
911	2	1	2	0	2	1	4
912	3	3	5	1	0	1	1
913	3	0	3	0	1	2	0
914	12	0	0	0	0	0	3
915	4	4	4	0	1	0	1
918	2	1	2	0	3	2	0
TOTAL AREA	52	8	20	10	27	59	14

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Table L

How Do You Get To Upham's Corner?

Census Tract	Total Users	Walk	Bus/Taxi	Car
604	2	0	0	2
608	2	0	0	2
609	2	0	0	2
610	0	0	0	0
611	0	0	0	0
612	0	0	0	0
613	0	0	0	0
903	0	0	0	0
904	3	0	0	3
905	0	0	0	0
906	2	1	1	0
907	5	2	1	2
908	2	1	0	1
909	4	1	0	0
910	1	0	0	1
911	6	3	1	2
912	3	3	0	1
913	3	1	0	2
914	10	6	1	3
915	6	1	2	3
918	5	1	0	4
TOTAL AREA	51	18	6	27